



NIRSC

January 11-14, 2027

Knoxville, TN



**Conference
Support
Brochure**



We invite you to support the NIRSConsortium annual convention!

The Consortium unites laboratories, universities, researchers, and industry partners through the NIRSC to advance accurate, standardized use of near-infrared (NIR) technology. Members collaborate to develop reliable calibrations, improve forage and feed testing, and promote best practices while adopting new technologies. The 2027 Annual Conference will be held January 11–14 in Knoxville, Tennessee, in conjunction with the American Forage and Grassland Council's Conference, featuring workshops, training, and member events.

Support Levels

Platinum \$3,500

- Company logo with link on NIRSC website
- 1 complimentary exhibit space at annual conference
- 4 complimentary registrations
- Sign recognition at NIRSC Events
- Recognition at NIRSC membership appreciation event
- Recognition on NIRSC sponsor page in collaborator AFGC program
- Recognition in NIRSC Quarterly Newsletter with company logo

Gold \$2,750

- Company logo with link on NIRSC website
- 1 complimentary exhibit space at annual conference
- 3 complimentary registrations
- Sign recognition at NIRSC Events
- Recognition at NIRSC membership appreciation event
- Recognition on NIRSC sponsor page in collaborator AFGC program
- Recognition in NIRSC Quarterly Newsletter with company logo

Silver \$1,500

- Company logo on NIRSC website
- 2 complimentary registrations
- Sign recognition at NIRSC Events
- Recognition at NIRSC membership appreciation event
- Recognition on NIRSC sponsor page in collaborator AFGC program
- Recognition in NIRSC Quarterly Newsletter with company name

Bronze \$1,000

- Company logo on NIRSC website
- 1 complimentary registration
- Sign recognition at NIRSC Events
- Recognition on NIRSC sponsor page in collaborator AFGC program

Terms & Conditions

(as provided by the conference host, AFGC)

1. Agreement

The following rules and regulations become binding upon acceptance of this agreement between the applicant, his/her employees and agents, and AFGC, and any additions and amendments there to that may be established or put into effect by AFGC in the interest of the Conference and Exposition shall be binding on exhibitors and sponsors equally with the terms of this agreement. The acceptance of this agreement is subject to the final approval of AFGC.

2. Payments and Cancellations

Payment must be received in full prior to the start of the convention. Any booth or table with a balance due will not be honored onsite. Payment will be accepted in U.S. currency only as cash, check, or credit card. No refunds are issued for cancellation of sponsorship or exhibition. If event is cancelled sponsorship or exhibit payments will be refunded less any direct marketing costs that have been published and distributed to attendees and/or potential attendees.

3. Observance to Exposition Rules & Regulations

Upon acceptance of the agreement by AFGC, the exhibiting company agrees to abide by the terms herein, and any revisions or amendments thereto made by AFGC. Exhibiting companies not complying with said rules, having knowledge of them or not, shall be subject to the actions taken by AFGC.

4. Indemnity

It is expressly understood and agreed that the exhibiting company will hold harmless and make no claim against AFGC nor any of its officers, members, employees, contractors or agents for an loss, damage to, or destruction of property, nor for any injury that may occur to the exhibitor, its contractors, its agents, or its employees while in the exhibit facility, nor for any damages of any nature or character whatsoever, including legal expenses arising

due to participation in the exhibition during installation period, show hours, closed hours and dismantle period.

5. Insurance

The exhibiting company agrees to carry insurance for a single limit of not less than one million dollars for their, employees, agents, contractors or representatives and guests present at the show. The exhibiting company also agrees to provide Worker's Compensation insurance providing benefits for the state in which the exhibit facility is located. An umbrella liability policy is satisfactory as long as all areas are covered.

6. Show Cancellation

AFGC, its officers, members, employees, agents, representatives, or contractors will not be liable for failure to hold the conference/exhibition as scheduled. Payments for sponsorships and/or exhibit space will be refunded, less any actual expenses incurred for the exhibition which will be deducted.

7. Damage to Exhibition Facility

Damage to the exhibition facility, caused or done by the exhibitor, shall be the responsibility of the exhibitor. The exhibiting company agrees to hold AFGC and the hotel harmless of and from all loss, liability, and/or damage whatsoever caused to the exhibition facility, or any part thereof, directly or indirectly.

8. Badges

Name badges must be worn at all times. Access to the exhibit hall and other AFGC events may be denied without a badge.

Support Agreement

Please type or print as information is entered using this data for contact and print purposes.

This is not for registration purposes.

Company Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Support Level	Fee	(x)
Platinum Sponsor	\$3500	
Gold Sponsor	\$2750	
Silver Sponsor	\$1500	
Bronze Sponsor	\$1000	

Total Due \$ _____

Payment Method (circle) Check or Credit Card

*If paying by credit card please return a credit card processing form included.

There are no refunds on support items. If an exhibition booth is cancelled prior to December 1, 2026 then a refund will be issued less a \$100 administrative fee. After December 1, 2026 there are no refunds on called exhibit spaces.

Return complete form with payment by mail or email to NIRSC, PO Box 867, Berea, KY 40403; info@nirscconsortium.com. Once payment is processed a registration code will be provided.